



PROFESSIONAL ADVISER PLAYBOOK

Your guide to becoming the best
Professional Adviser, ever.

Written by:

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Professional Adviser Purpose

Providing perspective and advice from the post-grad professional world by:

- Offering best-practice guidance on Chapter operations in-person and digitally.
- Making introductions and accessing your network where appropriate
- Assisting in the professional development of Chapter members

Qualitative Goals

It's important to be:

- Accessible
- Approachable
- Direct
- Responsive

Quantitative Goals

Level 1: A Good Professional Adviser

- Attending (1) Chapter meeting per quarter.
 - *Dialing in is fine if you're far away*
- Host (1) event per year
 - *See Event Guide for recommendations*
- Responding to Chapter requests via email within 48 hours

Level 2: A Great Professional Adviser

- Attending (1) Chapter meeting per quarter.
- Responding to Chapter requests via email within 48 hours
- Hosting (3) Events per year

Level 3: An Amazing Professional Adviser

- All of Level 2
- Bringing in (2) professional colleagues from your network as guest speakers throughout the year
- Assisting to secure a Chapter sponsor (\$500 or more)



Event Guide

This is a turnkey template for events you can lead each year. It's meant to guide student leaders through a path that builds within the context of the year. *Feel free to iterate, change, tweak and make it your own. Also, feel free to deploy as is.*

Beginning of the School Year: Professional Etiquette Workshop

Student Situation: Your PRSSA students will be communicating with professionals all year. It's possible they'll turn off future partners, employers and connections with poor etiquette.

Your Goal: Help them to understand the subtle and expected nuances of communicating and following up.

Event Format

- *Content outline:*
 - Overview of what professionals expect in communication.
 - Provide insight into the day-to-day of professionals, especially how busy and stressed they can be.
 - Digital etiquette
 - How to email
 - Social media policies, especially following people on Instagram, adding on Facebook and LinkedIn invites.
 - Opening the lines of communication
 - Following up
 - How to say thank you
 - Handwritten notes
 - Tasteful gift-giving guide
- *Location ideas:*
 - Somewhere on campus. Work with the Chapter to set it up.
 - Your place of work. Consider doubling the visit as a company tour.

In the Fall: Internship/Job Prep Workshop

Student Situation: Your PRSSA students may lose sight of allotting enough time to properly prepare for the job/internship search. This leads to a rushed and haphazard effort that will hurt their chances.

Your Goal: Provide guidance for preparing materials and strategies for seeking jobs/internships.

Event Format

- Consider bringing in a colleague to run this session.
- *Content outline:*
 - Strongly encourage starting early
 - An overview of how the job/internship process looks like. Differentiate between:
 - Small vs. big agency
 - Corporate
 - Non-profit
 - Higher-ed
 - Resumes/Portfolios
 - [Ben recommendation] there are two resume versions: one that's more creative and one that's boring. Both have their purpose in context of the desired place of work.
 - Discuss the importance of having work samples, even if they're conceptual
 - Cover Letters
 - When are they expected and used.
 - How to write them
 - How to apply
 - Traditional vs. unorthodox/creative techniques
 - The importance of following up
- *Location ideas:*
 - Somewhere on campus. Work with the Chapter to set it up.
 - The place of work of your colleague. Consider doubling the visit as a company tour.

After the Holiday Break: One-on-One Coaching

Student Situation: Your PRSSA students may have highly specific questions and challenges as they continue thinking forward and preparing.

Your Goal: Provide one-on-one help to account for varying class-levels, progress, interests.

Event Format

- Consider bringing in a colleague to help with these sessions
- *Content outline:*
 - Offer a calendar of slots for one-on-one meetings.
 - Consider using calendly or another tool to streamline booking.
 - Be sure to capture an identifier statement for each student so you know how to prepare:
 - “I have questions on resumes.”
 - “I have a resume. I’d like a review and mock interview.”
 - “I’m a sophomore or junior without much portfolio material yet. How can I set a successful path forward?”
- *Location idea:*
 - Somewhere on campus may be best for this rapid-fire format.

Extra Event Ideas

Add these into the mix for extra fun. Consider collaborating closely with your Faculty Adviser to put these on.

Extra 1: Case Study Presentation

Student Situation: Your PRSSA students are learning in the classroom, but they’d love to see how in-class principles play out in the real world.

Your Goal: Showcase a real-world case study.

Event Format

- This can be a case study from your company/line of work. Also considering bringing in colleagues (especially if you’re doing multiple a year).
 - Another quick win is to invite [PRSA Silver Anvil Winners](#) from your city.
- *Content outline:*
 - Where did the project originate from? How/why did your company come across it?
 - The Research, Planning, Implementation and Evaluation of the campaign.
 - Be sure to discuss the goals, objectives, strategies and tactics
 - Show pictures, videos, etc.
 - Distribute swag/materials from the campaign (if applicable)



Extra 2: Local PRSA Board Meet & Greet

Student Situation: Your PRSSA students may not be connected with their PRSA sponsor Chapter. PRSA Chapters are a tremendous resource hub for networking, professional development and sometimes even funding for [PRSSA National Events](#).

Your Goal: Facilitate a joint-event between the PRSSA Chapter and PRSA Chapter.

Event Format Ideas

- Happy Hour (age pending)
- At someone's company space (yours or a board member's)
- On-Campus
- Have the PRSSA students attend a PRSA Chapter Board meeting and meet and greet afterwards
 - Offer professional development opportunities and have students do blog/social media coverage of PRSA Chapter event